



Navigating Canadian News Beyond Meta's Reach

MTM 18+ | May 14, 2024

With Bill C18 (Online News Act) becoming law, tech giants are expected to pay Canadian news organizations for the use of their content. As a result, one tech giant in particular – Meta, who owns Facebook and Instagram – opted to no longer permit news from Canadian organizations to be posted on their sites.

The latest report from the MTM 18+, Meta and News, looks at the early impact of that decision on news consumption among online Canadians with results based on Fall 2023 data. The survey was conducted from October 12th to December 30th, 2023.

Highlights from the the Meta and News report include:

- More than three-quarters (78%) of online Canadians are aware that Meta is blocking news on Facebook and Instagram. Awareness of this ban is lower among those who do use Facebook or Instagram for news content (70% and 66%, respectively), and younger online Canadians (63%).
- More than one third (35%) of online Canadians feel that they will consume less Canadian news as a result of the Meta ban. Those 18 to 34 years old are the most likely to believe their consumption of Canadian news will decrease (44%). Women are also more likely to feel this way than are men (39% vs 31%).
- The most popular source among Canadians for online news are the Canadian news broadcasters. In light of news being unavailable on Meta platforms, nearly three in ten (29%) online Canadians say they are using the websites or apps of Canadian news organizations more. While Canadians are mentioning traditional outlets like TV and radio as being used more for news content, 18 to 34 year olds are looking more to YouTube and other social networking platforms to get their content.

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About the MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 200,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.